

## **MEDIA RELEASE**

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### **AFTA Announces NTIA “Afta Party”**

In a first for the National Travel Industry Awards (NTIA), AFTA has today announced the inaugural “Afta Party” to follow the NTIA Gala Dinner and is pleased to confirm Singapore Airlines as the exclusive sponsor of this event.

The *NTIA Afta Party sponsored by Singapore Airlines*, will follow on from the Gala Dinner and will provide an opportunity for NTIA attendees to continue the celebration following the award presentations.

The party will be held in the Heritage Ballroom of the Westin, Sydney from the conclusion of the award presentations and will be open to NTIA Afta Party ticket holders only.

AFTA’s Chief Executive, Jayson Westbury, has welcomed Singapore Airlines as the sponsor of the Afta Party “We are really pleased to have Singapore Airlines as our sponsor for the Afta Party. We have wanted to do this for several years, and 2010 is going to be the first. With SQ’s support we are able to make this dream a reality”

It is the first time that an official after party event has been staged in conjunction with the NTIA and it promises to be a fantastic opportunity for NTIA winners and industry colleagues to kick up their heels in a responsible manner.

AFTA’s Marketing & Events Manager, Melinda Brown said “We are looking to make the NTIA bigger and better, with a few changes to the format which will freshen up the look and feel of the night”.

“We have a few surprises in store for this year’s NTIA and thanks to Singapore Airlines’ support, the NTIA Afta Party is one of those surprises”.

Tickets for the *NTIA Afta Party sponsored by Singapore Airlines* are strictly limited and will be available when the Gala Dinner tickets go on sale in the next few weeks.

Ends.

#### **Notes:**

This event is to be referred to by its full name “*The NTIA Afta Party, sponsored by Singapore Airlines*” in the first instance where it is mentioned in any news article and wherever possible thereafter.

#### **CONTACT:**

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